

WHAT IS CLAIMED IS:

1           1. A theme calendar comprising substrate support  
2 means, date locations on said substrate support means  
3 corresponding with time periods of a countdown time  
4 interval, a plurality of separately mountable marker  
5 elements, each marker element being associated with one  
6 of said date locations and being removably mounted to  
7 said substrate support means at said date location, a  
8 pictorial design carried on said substrate means, said  
9 pictorial design including a plurality of target  
10 locations for removably mounting an associated one of  
11 said marker elements, said marker elements being  
12 movable from said date locations to said associated  
13 target locations in accordance with the expiration of  
14 said time periods, each of said marker elements  
15 including design features that are visible when said  
16 marker element is mounted to said substrate support  
17 means at said target location, movement of said marker  
18 elements from said date locations to said target  
19 locations revealing a first text message at said date  
20 locations and completing or modifying said pictorial  
21 design or forming a second text message at said target  
22 locations.

1           2. The calendar of claim 1, wherein said time  
2 interval corresponds to a recognized holiday or an  
3 event having personal or familial significance.

1           3. The calendar of claim 2, wherein be event  
2     having personal or familial significance is a birthday,  
3     an anniversary, a vacation, an upcoming trip, a  
4     wedding, a religious occasion, a graduation, or a  
5     recognized holiday.

1           4. The calendar of claim 2, wherein said  
2     recognized holiday is Halloween, Valentine's Day,  
3     Thanksgiving, New Year's Day, Easter, Independence Day,  
4     St. Patrick's Day, Mother's Day, Father's Day, Memorial  
5     Day or Labor Day.

1           5. The calendar of claim 1, wherein said pictorial  
2     design comprises one or more design elements that are  
3     suggestive of an event associated with said time  
4     interval.

1           6. The calendar of claim 1, wherein said pictorial  
2     design comprises one or more design elements that are  
3     suggestive of an event associated with said time  
4     interval and a text message formed by said marker  
5     elements in their target locations.

1           7. The calendar of claim 1, wherein said substrate  
2     is formed of a non-woven fabric, cardboard, plastic,  
3     wood or a similar material that may be printed or  
4     otherwise marked on a front or display surface with  
5     said text message and/or pictorial design.

1           8. The calendar of claim 1, wherein said marker  
2 elements are temporarily mounted or removably secured  
3 to said substrate by magnets, hook and loop fasteners,  
4 pressure-sensitive adhesive, mechanical interfit with  
5 said substrate, or interlocking members or snap  
6 connectors.

1           9. The calendar of claim 1, said substrate is  
2 formed of a non-woven fabric, cardboard, plastic, wood  
3 or a similar material that may be printed or otherwise  
4 marked on a front or display surface with said  
5 pictorial design, and said marker elements are  
6 temporarily mounted or removably secured to said  
7 substrate by one of magnets, hook and loop fasteners,  
8 pressure-sensitive adhesive, interlocking members or  
9 snap connectors.

1           10. The calendar of claim 1, wherein said marker  
2 elements are three-dimensional bodies having a  
3 plurality of marker faces bearing text, pictorial  
4 designs, or combinations thereof, and said marker  
5 elements are removably mounted in recesses at said date  
6 and target locations with a selected one of said marker  
7 faces exposed.

1           11. The calendar of claim 10, wherein said three  
2 dimensional bodies and recesses are shaped so that each  
3 of said three dimensional bodies fits in only one of  
4 said recesses at said date location and only one of  
5 said recesses at said target location.

1           12. The calendar of claim 10, wherein said three  
2 dimensional bodies and recesses have peripheral side  
3 configurations, and said peripheral side configurations  
4 are selected so that each of said three dimensional  
5 bodies fits in only one of said recesses at said date  
6 location and only one of said recesses at said target  
7 location.